



Greenville
NORTH CAROLINA

Find yourself in good company

2013 Citizen Survey Findings Report

February 2014

Submitted by ETC Institute
725 W. Frontier Circle, Olathe, KS 66061, 913-829-1215



Section 1

Executive Summary

City of Greenville 2013 Citizen Survey

Executive Summary Report

Survey Methodology

ETC Institute conducted a Citizen Survey on behalf of the City of Greenville in the winter of 2013-2014. The purpose of the survey was to gather information about City priorities and the quality of City programs and services. The survey was designed to obtain statistically valid results from households throughout the City of Greenville. The survey was administered by a combination of mail, phone, and online.

ETC Institute worked extensively with City of Greenville officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

A seven-page survey was mailed to a random sample of 6,000 households throughout the City of Greenville. Approximately three days after the surveys were mailed each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed ETC Institute began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 800 completed surveys. This goal was accomplished, with a total of 843 surveys having been completed. The level of confidence is 95% with a margin of error of +/-3.4%. The results that are presented in this report were weighted by race/ethnicity and age to ensure the demographics of the survey sample are comparable to the actual demographics of the City's population.

This report contains:

- a summary of major survey findings
- charts and graphs showing the results of each question on the survey
- importance-satisfaction analysis
- cross-tabular data showing a breakdown of survey results for various demographic questions
- tabular data that shows the results for each question on the survey
- a copy of the survey instrument

Major Survey Findings

- **Overall Satisfaction with Major City Services.** Eighty-six percent (86%) of respondents were “very satisfied” or “somewhat satisfied” with the overall quality of Fire/EMS services. There are three other major city services that over two-thirds of respondents are “very satisfied” or “somewhat satisfied” with: quality of trash, recycling, yard waste collection (78%), quality of customer service provided by the City (70%), and the quality of the City recreation and park programs and facilities (68%).
- **Major City Services That Are Most Important for the City to Provide.** Based on the sum of their top three choices, the major city services that respondents feel are most important for the City to provide are: overall quality of Police services (67%), overall quality of Fire/EMS services (42%), and the overall management of traffic flow on City streets (32%).
- **Satisfaction with Items That May Influence Perceptions of the City.** Sixty-six percent (66%) of respondents were “very satisfied” or “somewhat satisfied” with overall quality of services provided by the City. Fifty percent (50%) of respondents were “very satisfied” or “somewhat satisfied” with the overall quality of life in the City, and 50% are “very satisfied” or “somewhat satisfied” with the appearance of the City.
- **Satisfaction with Aspects of Public Safety.** Seventy-three percent (73%) of respondents were “very satisfied” or “somewhat satisfied” with the provision of EMS services, and 61% are “very satisfied” or “somewhat satisfied” with City efforts to prevent fires.
- **Aspects of Public Safety That Are Most Important for the City to Provide.** Based on the sum of their top two choices, the aspects of public safety that respondents feel are most important for the City to provide are: City efforts to prevent crimes (67%) and how quickly police respond to emergencies (49%).
- **Level of Safety.** Seventy-nine percent (79%) of respondents feel “very safe” or “safe” in their neighborhood during the day, and 69% feel “very safe” or “safe” in the Uptown business district (downtown) during the day.
- **Satisfaction with Aspects of Recreation and Parks.** Seventy-five percent (75%) of respondents were “very satisfied” or “somewhat satisfied” with the maintenance and appearance of existing City parks. Sixty-three percent (63%) of respondents were

“very satisfied” or “somewhat satisfied” with the number of City parks, 58% are “very satisfied” or “somewhat satisfied” with the quality of City recreation programs and classes, and 58% are “very satisfied” or “somewhat satisfied” with the quality of outdoor athletic facilities.

- **Aspects of Recreation and Parks That Are Most Important for the City to Provide.** Based on the sum of their top two choices, the aspects of recreation and parks that respondents feel are most important for the City to provide are: maintenance and appearance of existing City parks (40%), walking/biking trails in the City (30%), and variety of recreation programs and classes offered (23%).
- **Ways Residents Currently Get Information About the City.** The most frequently mentioned ways that respondents *currently* get information about the City of Greenville are: local television news (81%), local newspaper (69%), City cable channel (40%), and local radio (37%).
- **Ways Residents Would Prefer to Get Information About the City.** The most frequently mentioned ways that respondents would *prefer* to get information about the City of Greenville are: local television news (65%), local newspaper (57%), City cable channel (32%), local radio (32%), and City e-newsletter (32%).
- **Satisfaction with Aspects of City Maintenance.** Sixty-five percent (65%) of respondents were “very satisfied” or “somewhat satisfied” with the condition of street signs and traffic signals. There are two other aspects of city maintenance that over 50% of respondents are “very satisfied” or “somewhat satisfied” with: mow and trim trees along City streets & public areas (60%) and the maintenance of streets in your neighborhood (53%).
- **Aspects of City Maintenance That Are Most Important for the City to Provide.** Based on the sum of their top two choices, the aspects of city maintenance that respondents feel are most important for the City to provide are: maintenance of major city streets (48%), timing of traffic signals in the City (26%), and how quickly street repairs are made (23%).
- **Satisfaction with Aspects of City Code Enforcement.** Forty-six percent (46%) of respondents were “very satisfied” or “somewhat satisfied” with the effort to remove abandoned or inoperative vehicles and 46% were “very satisfied” or “somewhat satisfied” with the enforcement of sign regulations.

- **Aspects of Code Enforcement That Are Most Important for the City to Provide.** Based on the sum of their top two choices, the aspects of code enforcement that respondents feel are most important for the City to provide are: enforce junk/debris cleanup on private property (57%), and enforce mowing and cutting of weeds and grass on private property (36%).
- **Contacting the City.** Fifty percent (50%) of respondents have contacted the City of Greenville during the past year. Of those who contacted the City in the past year, 52% contacted the sanitation department, and 34% contacted the police.
- **Satisfaction with City Employees Contacted Most Recently.** Of the 50% of respondents that have contacted the City during the past year, 78% were “very satisfied” or “somewhat satisfied” with how easy the City was to contact, and 74% were “very satisfied” or “somewhat satisfied” with the way they were treated.
- **Satisfaction with Aspects of Public Services.** Eighty-six percent (86%) of respondents were “very satisfied” or “somewhat satisfied” residential trash collection services, and 81% were “very satisfied” or “somewhat satisfied” with curbside recycling services.
- **City Services Used in the Past 12 Months.** The City services that the highest percentage of respondents have used in the past 12 months are: visited a neighborhood or City park (75%), watched the City’s cable television channel (66%), visited City recreation centers (54%), and visited the City’s website (49%).
- **Satisfaction with Aspects of Transportation.** Fifty percent (50%) of respondents were “very satisfied” or “somewhat satisfied” with the ease of travel by car in the City, and 45% were “very satisfied” or “somewhat satisfied” with opportunities to attend cultural activities.
- **Importance of the City Continuing to Invest in Projects.** Seventy percent (70%) of respondents feel it’s “extremely important” or “very important” to continue making improvements to the City’s streets and sidewalks, and 70% feel it’s “extremely important” or “somewhat important” to continue making improvements to Police and Fire/EMS facilities.
- **City Improvement Projects That Respondents Are Most Willing to Pay a Tax Increase to Support.** Based on the sum of their top two choices, the capital improvement projects that respondents are most willing to pay an increase in taxes to support are: improvements to Police and Fire/EMS facilities (33%), upgrades to

public facilities (22%), and improvements to the city's streets and sidewalks (22%).

- **Willingness to Support a Bond Referendum or Additional Funding.** Sixty-four percent (64%) of respondents are “very willing” or “somewhat willing” to support a bond referendum or additional funding to improve maintenance of streets and sidewalks, and 60% are “very willing” or “somewhat willing” to support a bond referendum or additional funding to improve Police and Fire/EMS facilities.
- **Level of Funding for City Services.** Sixty-four percent (64%) of respondents feel the City should “spend much more” or “spend more” on police services, and 61% feel the City should “spend much more” or “spend more” on the maintenance of streets and sidewalks.
- **Importance of Various Focus Areas for the City of Greenville.** Eighty-seven percent (87%) of respondents feel it's “extremely important” or “very important” for the City to focus on public safety, 79% feel it's “extremely important” or “very important” for the City to focus on economic development, and 69% it's “very important” or “somewhat important” for the City to focus on infrastructure.
- **Rating the City as Place to Live, Work and Raise Children.** Seventy-five percent (75%) of respondents feel the City of Greenville is an “excellent” or “good” place to live, and 64% feel the City of Greenville is an “excellent” or “good” place to raise children.